



# **TRAFFIC SAFETY**

## **DECISIONS**

## **AND**

## **CONSEQUENCES**

Shore Safety Programs  
Commander Naval Safety Center  
Norfolk, Virginia

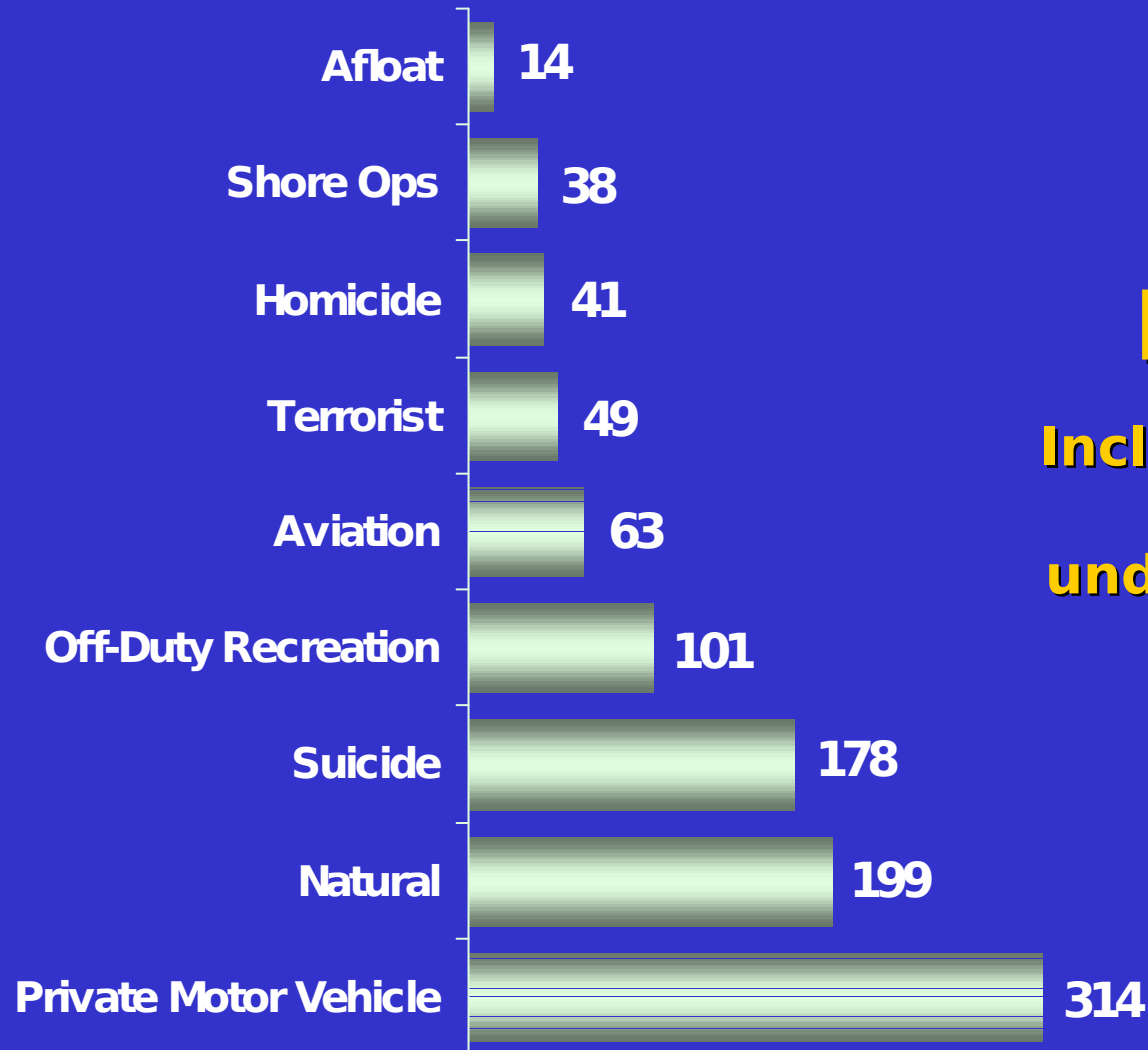
**WHERE DO WE LOSE OUR**



**IN THE NAVY?**

# TOP CAUSES OF DEATH

USN/CY97-01



**1121  
Deaths**

**Includes**

**124  
undetermined/pending**

# ***COST AND DEATHS***

**USN/FY98-02**

## **Cost**

**Aviation  
\$1.9B**

**Afloat  
\$352M**

**Recreation  
\$41M**

**Shore/Ground/  
OpMV  
\$69M**

**PMV  
\$71M**

**Total: \$2.4B**

## **Deaths**

**PMV  
317**

**Shore/  
Ground/OpMV  
46**

**Afloat  
16**

**Aviation  
65**

**Recreation  
104**

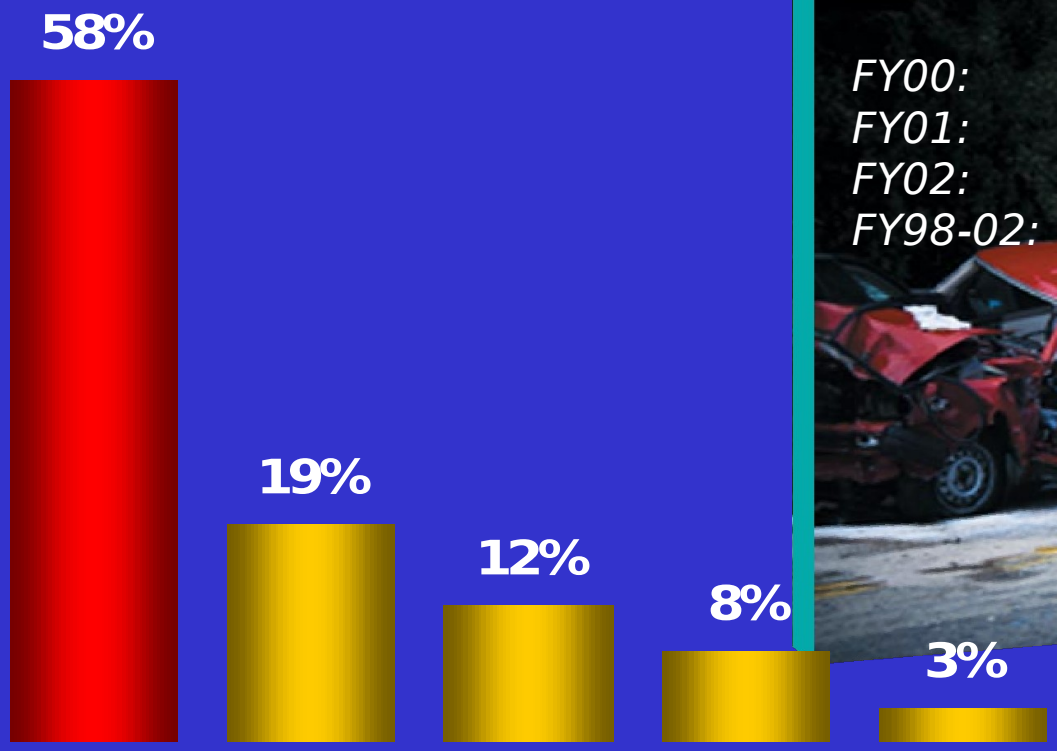
**Total Deaths: 548**

**30 September 02**

# HOW PEOPLE DIED IN MISHAPS

USN/FY98-02

Rate per 100,000 personnel



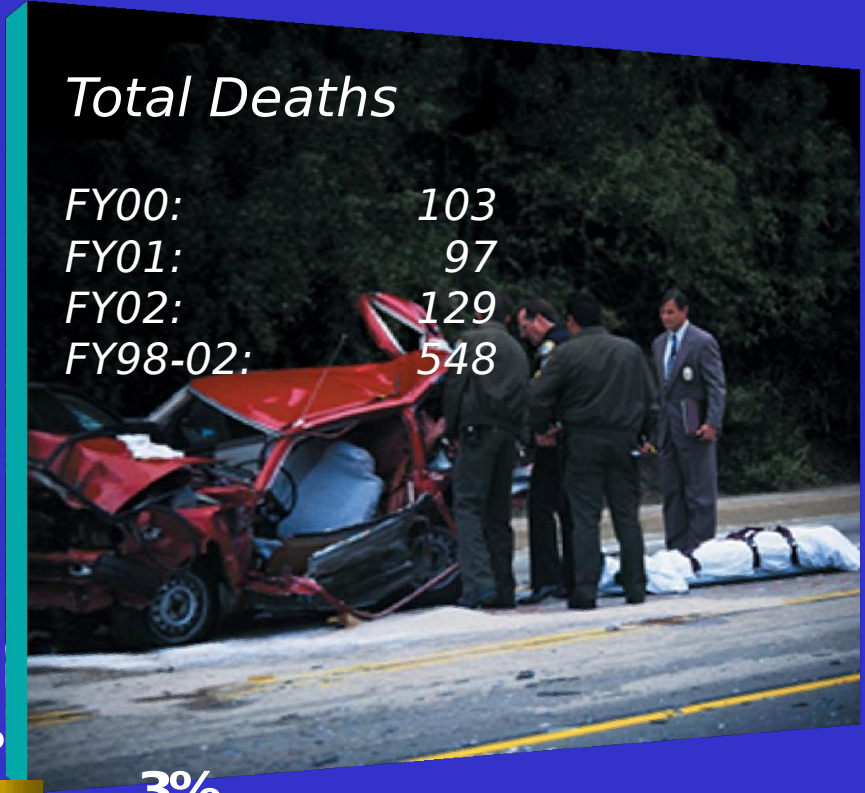
Traffic    Recreation    Aviation    Shore/Ground    Afloat

75    21    14    13    6

No. of Deaths, FY 02

## Total Deaths

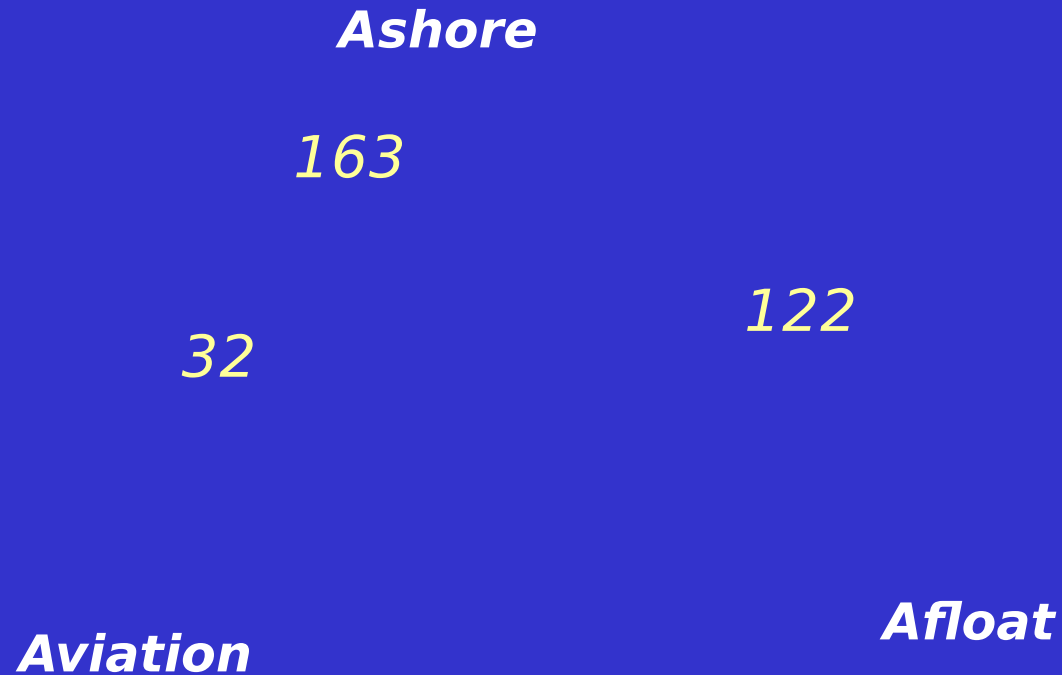
FY00:	103
FY01:	97
FY02:	129
FY98-02:	548



# ***PMV FATALITIES BY COMMUNITY***

***USN/FY98-02***

***Total: 317  
Sailors***



# ***JANUARY TRAFFIC OFFENSES IN HAMPTON ROADS***

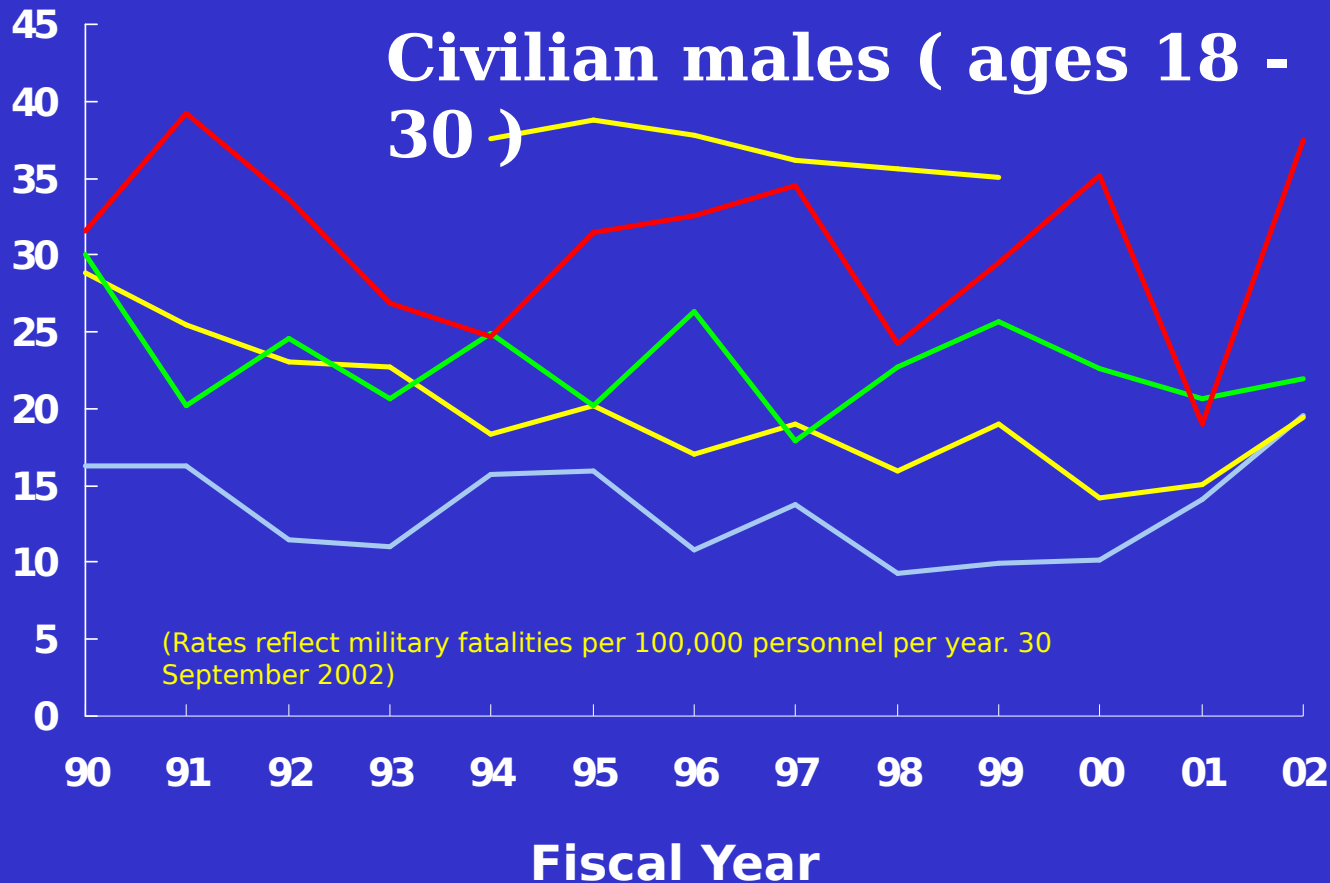
<b>Reckless Driving</b>	<b>100</b>
<b>Speeding</b>	<b>38</b>
<b>Driving with suspended license</b>	<b>45</b>
<b>Fail to obey traffic signal</b>	<b>15</b>
<b>Driving unlicensed</b>	<b>11</b>
<b>Improper equipment</b>	<b>7</b>
<b>Driving under the influence</b>	<b>28</b>
<b>No seat belt</b>	

***4  
Decision and Consequences***

# TRAFFIC DEATH RATES

(Per 100,000 Personnel)

Rate



FY02

37.41 (65)  
25.99 (107)  
Army  
19.48 (75)  
Navy  
19.55 (72)  
USAF



# ***EXECUTIVE ORDER 13043***

- **National increase in traffic deaths**
- **Buckle-Up America/Executive Order 13043 were released at the same time:**
  - **Requires seat belt use by all federal employees on the job**
  - **All motor vehicle occupants in national parks**
  - **All motor vehicle occupants in defense installations**
- **Recommended seat belt usage policies and programs for federal contractors, grantees, and Tribal Governments.**

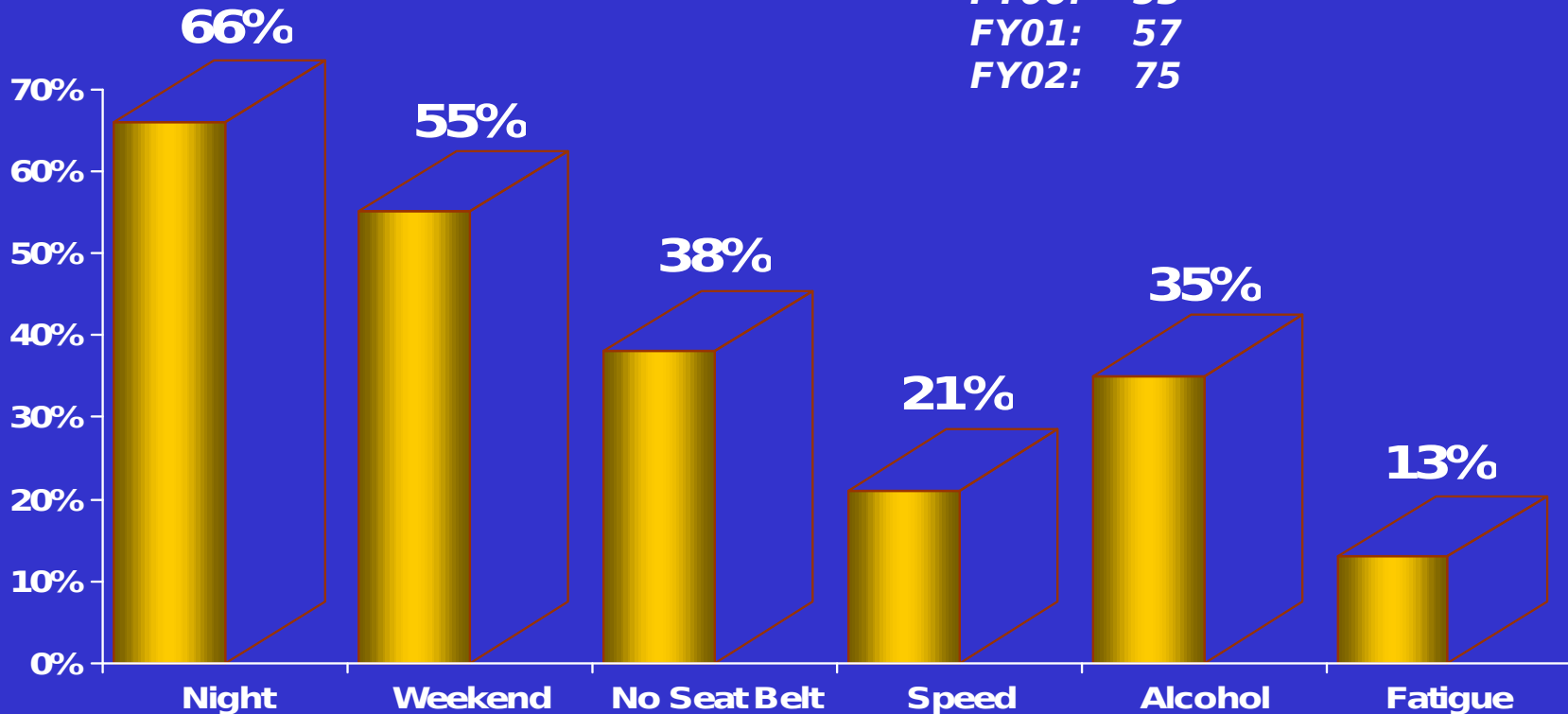
- **Conferees strongly encourage SecDef to direct all Services to join the Marine Corps in actively participating in "Click It or Ticket" program and other similar seat belt usage efforts.**
- **SecDef was directed to submit a report to Congressional Defense Committees within 90 days of enactment:**
  - **Summarizing personal motor vehicle safety statistics of each Service for last 5 fiscal years.**
  - **Outlining plans of each Service to increase efforts to reduce level of deaths and injuries from motor vehicle accidents.**

# FACTORS IN TRAFFIC DEATHS

**FY02 Deaths:**  
**75**

**FY98-02 Deaths:**  
**317**

FY98: 61  
FY99: 71  
FY00: 53  
FY01: 57  
FY02: 75



30 September 02

# ***USN TRAFFIC FATALITIES FY02***

- **53 deaths in FY02 in PMVs**

- 18 seat belted
- 20 unbelted
- 15 unknown

- **Why wear your seatbelt?**

- It's the right thing to do
- It's saves lives
- it's the law
- OPNAVINST 5100.12G requires it, on and off base

***Unknown  
n  
28%***


***Seatbelted  
34%***

***Unbelte  
d  
38%***


# ***NAVY TRAFFIC SURVEYS***

- **Lack of policy enforcement**
- **Inadequate resources**
- **Mission accomplishment overrides safety concerns**
- **“Cutting corners” endorsed or not discouraged**
- **Inadequate training**

# ***PLAN OF ACTION: PMV***



***Will develop partnership with safety industry, government agencies, and sister services.***



***Naval Safety Center has redeveloped a partnership with Navy IG for oversight of Traffic Safety Programs.***

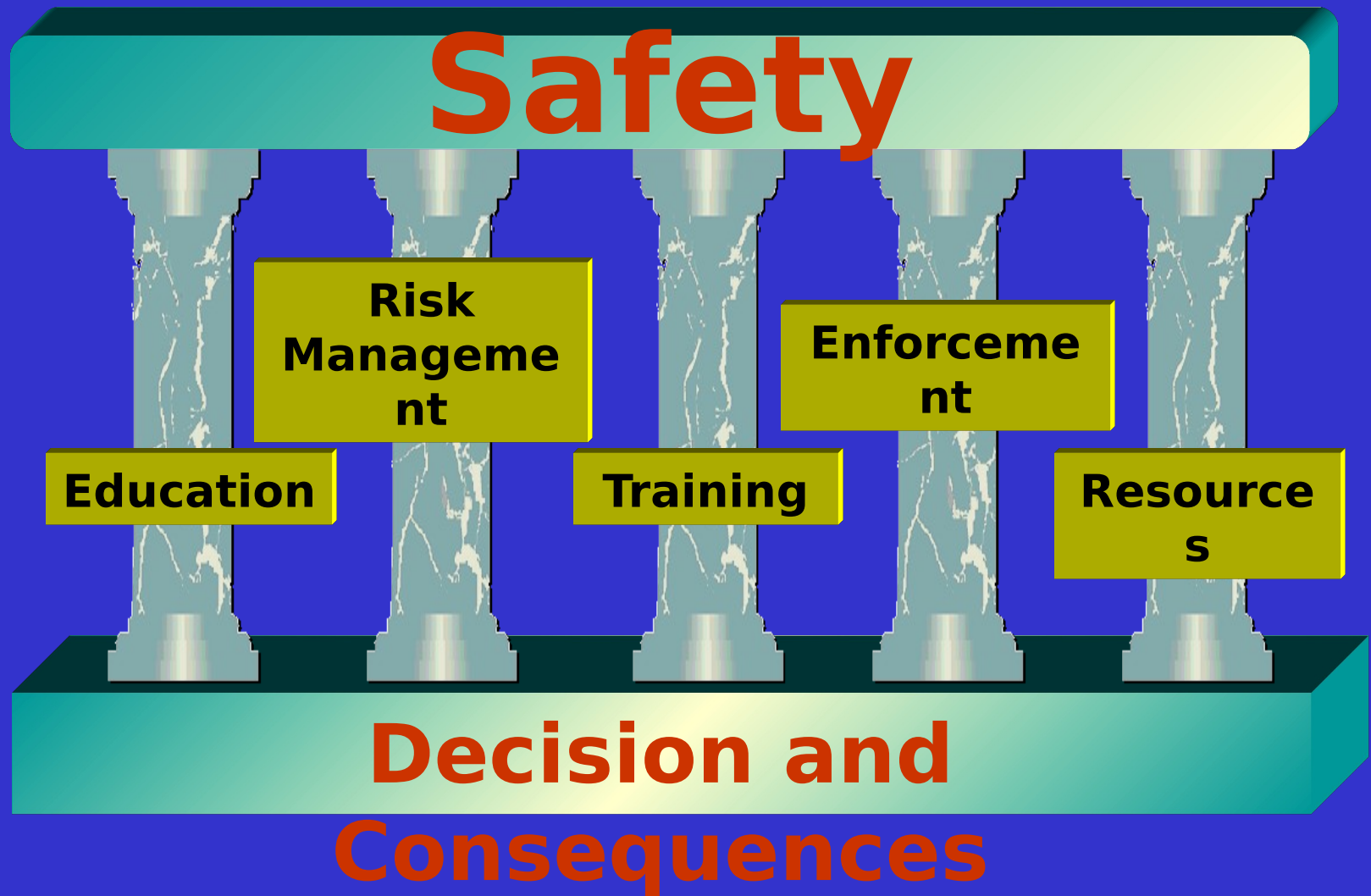


***Will publish traffic/motor vehicle safety issues as feature articles in all Afloat and Aviation media throughout FY03.***



***Continue to stress traffic/motor vehicle risk management during all Afloat ORM refresher training.***

# ***LEADERSHIP COMMITMENT***



# ***WHAT ARE WE DOING?***

- Guest Speaker from NHTSA at Professional Development Conference
- Promoting Navy-wide **SEATBELT USE**
- Supporting Secretary of Transportation plan to increase seat belt use: **“Buckle up America”, “Click It or Ticket”, “Operation ABC”**
- Zero tolerance for infractions
- Reaching out to base security officers and local police departments
- Special editions of **ASHORE** Safety Magazine on private motor vehicle mishaps
- Increased focus on personal safety equipment and seat belt requirements being enforced off as well as on base



# ***CLICK IT OR TICKET MOBILIZATION***

***19 May - 1 June 2003***

- **High profile law enforcement activity**
- **Navy is teaming with:**
  - **Marine Corps**
  - **National Highway Traffic Safety Administration**
  - **National Safety Council**
  - **National Transportation Safety Board**

# ***CLICK IT OR TICKET MOBILIZATIONS - MAY 2002***

- **11,300 law enforcement agencies participated in the Mobilization**
- **12 states had 100 percent participation**
- **29 states and District of Columbia adopted Click It or Ticket slogan**
- **23 states and the District of Columbia aired paid advertising using Click It or Ticket in support of the enforcement wave**
- **37 states did paid advertising in support of the Mobilization**
- **Nearly 18,000 seat belt checkpoints were conducted nationwide**
- **Over 425,000 citations were issued for seat belt violations**
- **About 57,000 paid TV ads and 145,000 paid radio ads ran in support of the Mobilization.**

# ***PUBLICITY CAMPAIGN***

**Press Release:** Released to base newspapers one week prior to event kick-off. Articles were published in the following publications:

## **Mid-Atlantic Region:**

*The Flagship* – Norfolk, Va., 21 Nov.

*Navy News Stand* – online wire service, 18 Nov., print, 21 Nov.

*Soundings* – Greater Hampton Roads, 20 Nov.

**Related Articles:** Stories published as a result of command visits.

## **Northeast Region:**

*Jax Air News* – NAS Jacksonville, Fla., 21 Nov.

*The Periscope* – Kings Bay, Ga., 21 Nov.

## **Southwest Region:**

*Golden Eagle* - NAS Lemoore, 15 Nov.

*Navy Compass (San Diego Metro area)* – will run story in

# ***PUBLICITY CAMPAIGN***

**Broadcast Soundbytes:** Interviews with local and military media.

Naval Media Center – Washington, D.C.

**Fact Sheet:** Navy statistical data and analysis (FY98-02)

**Magazine Articles:** PMV safety articles to appear in special traffic issues of the Safety Center magazines: ***Ashore*** and ***Ground Warrior***

# ***PUBLICITY CAMPAIGN***

**Internet:** The Naval Safety Center website has a dedicated page for the Click It or Ticket campaign. It contains the following links:

*What is Click It or Ticket?*

*Press Release*

*Fact Sheets*

Naval Safety Center PMV Statistics

National Statistics – NHTSA

*Buckle Up America Key Messages*

*Links*

[www.nhtsa.dot.gov](http://www.nhtsa.dot.gov)

[www.nsc.org/airbag.htm](http://www.nsc.org/airbag.htm)

*Navy Messages*

ALSAFE Message

# **WEB LINKS**

## **Naval Safety Center:**

<http://safetycenter.navy.mil/ashore/motorvehicle/clickit/default.htm>

## **The Flagship:**

<http://www.flagshipnews.com/>

## **Navy News Stand:**

[http://www.news.navy.mil/search/display.asp?story\\_id=4574](http://www.news.navy.mil/search/display.asp?story_id=4574)

## **Jax Air News website:**

<http://www.nasjax.navy.mil/JAX%20AIR%20NEWS/21nov02clickit.htm>

## **Kings Bay Periscope:**

[http://www.kingsbayperiscope.com/stories/112102/kin\\_ticket001.shtml](http://www.kingsbayperiscope.com/stories/112102/kin_ticket001.shtml)

## **Department of Transportation:**

[www.nhtsa.dot.gov](http://www.nhtsa.dot.gov)

## **National Safety Council:**

[www.nsc.org/airbag.htm](http://www.nsc.org/airbag.htm)

## **National Highway Traffic Administration:**

[www.nhtsa.dot.gov/people/injury/airbags/buckleplan/buckleup.htm](http://www.nhtsa.dot.gov/people/injury/airbags/buckleplan/buckleup.htm)

**Q & A**

**Decision and  
Consequences**